



# TAGGING TV

**Richard Kastelein**, partner at **Agora Media Innovation** and Publisher of **www.appmarket.tv**, gazes into the future again. This time he explores the potential of temporal metadata. It's all about tagging – but not as we know it. When a Porsche shows up in a movie scene on your TV, the metadata will trigger an action on the second screen, such as 'Book free test drive' or 'Models and prices'. Sounds great but it's far from easy – that's why it's the new oil in the TV industry

**H**istorically, TV metadata has been used to supply Electronic Programme Guides (EPGs) and therefore has been adequate for description at a show level. Typically when the industry talks about TV metadata, they talk about snippets of information and images provided by companies such as Rovi and Gracenote that can be used for the descriptive editorial information, images and multimedia on one show as a whole.

But what about at the scene level? And why is temporal metadata – or Tagging TV – the new oil? It's now all about applying metadata not just to a whole piece of content, but individual chunks within it, such as a movie scene or song. Of course, this can be relevant both for production and search/discovery... but the real value lies in providing contextual data on the second screen – whether that is curated or automated, factual or commercial. Let me explain further.

Over \$200 bn is being spent annually in global TV ad spend – but, viewers are increasingly watching TV along with their portable

devices, resulting in more and more viewer attention directed away from TV spots and towards their laptops, tablets and smartphones. This means those 30 second linear TV spots that agencies convince brands are worth millions are very likely to become less valuable in the future. The fragmentation of the viewing audience due to an increasing number of channels to choose from is another important factor. More people are watching TV – viewing figures are going up – but they are also watching more channels. And the number and choice of channels is not going to decrease in the future – on the contrary – particularly with the advent of Over the Top (OTT) content being fed to the living room by new gatekeepers like Samsung, LG, Sony with smart TVs, game consoles and Blu-Ray players – and the powerhouses of Apple, Google, and perhaps Microsoft.

## BI-DIRECTIONAL

As the second-screen mobile devices draw attention from commercials they will become hugely important in the future disruption of the current value chain in the industry... not only because viewers are drawn there to

